

# 2020 ANNUAL REPORT

## MESSAGE FROM THE BOARD PRESIDENT

Thank you to our staff, volunteers, and donors who supported the Canadian Automotive Museum this year. Despite the lockdowns, the museum remains in solid financial shape and we continue to share Canada's automotive heritage with a wider audience than ever before. I look forward to seeing visitors enjoy the new exhibits and programs planned for the coming year.



Board President, Denis Bigioni, during the August Park and Picnic Fundraiser

**DENIS BIGIONI**  
BOARD PRESIDENT

## MESSAGE FROM THE EXECUTIVE DIRECTOR

I am proud that we completed two major projects during this challenging year. Our Oshawa's Automotive Community exhibit is the largest exhibition project undertaken in our 57 year history. It's available onsite and online in both official languages. The Baechler C.A.R. Library renovation is a major step forward in making our vast archival collection available to the public. Thank you to everyone who assisted with these projects. I hope to see you at the museum again soon.



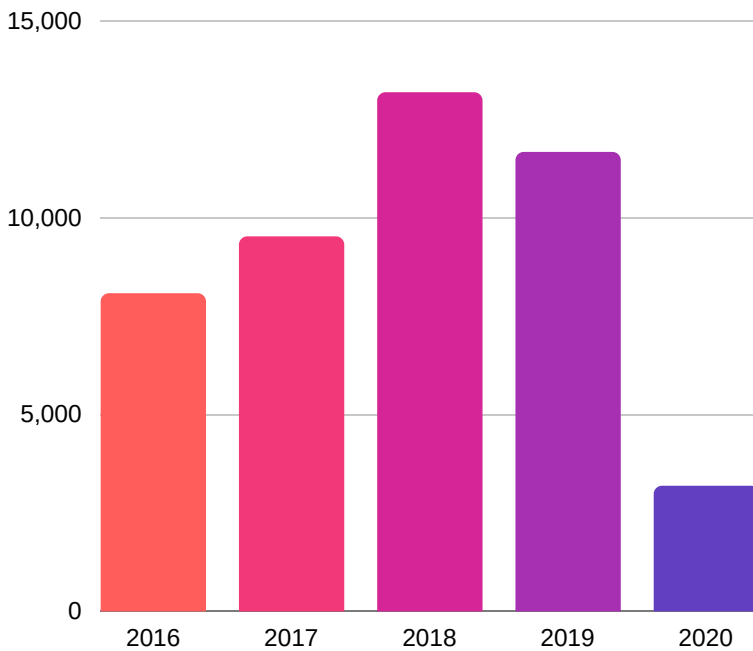
Executive Director, Alexander Gates, installing Covid reopening signage in July 2020

**ALEXANDER GATES**  
EXECUTIVE DIRECTOR AND  
CURATOR

# HIGHLIGHTS OF 2020

## ATTENDANCE

Museum attendance declined by 73% with Covid-19 closures and restrictions.



3,172 visitors served in 2020



Board member Greg Johnston speaking with visitors.



787 Instagram followers  
26% increase from 2019



2,997 Facebook fans  
12% increase from 2019



695 Twitter followers



2,109 E-news subscribers  
22% increase from 2019

## SOCIAL REACH



#1 attraction  
in Oshawa

## 1. ABOUT THE CANADIAN AUTOMOTIVE MUSEUM

### Our Mission

The Canadian Automotive Museum is dedicated to preserving and sharing Canada's automotive history.

### History of the Canadian Automotive Museum

The Canadian Automotive Museum opened to the public in 1963 and was incorporated in 1964 as an independent not-for-profit, charitable institution. The museum is home to the world's most significant collection of Canadian cars and Canadian automotive literature. Today, the museum maintains a collection of over 80 Canadian and international vehicles spanning the 20th century, as well as the Baechler Canadian Automotive Research (C.A.R) Library.

### Charitable Status

The Canadian Automotive Museum's incorporation number is 106843121 RR0001.



Visitors during the March 2020 Curator's Reception including US Consul General in Toronto, Greg Stanford (far right)

2020

### Affiliations

2020

The Canadian Automotive Museum is a member of the Ontario Museums Association and the Canadian Museums Association. It is a Cultural Partner of the Council for Canadian American Relations and is designated Category A Cultural Property organization.

2017

## 2. 2020 CAPITAL IMPROVEMENTS

### Elevator Upgrades

With capital funding from the Ontario Trillium Foundation, safety upgrades were made to the museum's car elevator in January 2020.



### Canadian Gallery Refreshed

The entire second floor was refreshed with a coat of paint and new LED track lighting. This gallery now has a bright, clean feel that makes the area feel more spacious. The installation of the Oshawa's Automotive Community exhibit now stretches along the south wall taking visitors through 120+ years of history.



### Baechler C.A.R. Library

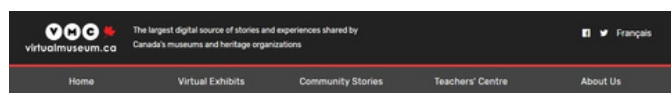
The library was transformed in 2020 with funding from the Museum Assistance Program and a gift from the estate of Glenn Baechler. Over the summer, the 600 sq. ft. space was painted, LED lightening was installed, and new metal shelving was assembled. The entire collection was reorganized and a full inventory began in the fall. This project increased shelf space by more than 50%.



### 3. 2020 EXHIBITS

#### Oshawa's Automotive Community

With funding from the Virtual Museum of Canada, our latest exhibit, Oshawa's Automotive Community, opened onsite and online in July. The exhibition was produced in both official languages and traces the history of the auto industry in Oshawa from its origins in the 19th century through the announced closure of the plant in 2019.



#### Oshawa's Automotive Community

Creator(s): The Canadian Automotive Museum

For more than a century, Oshawa has been the largest builder of motor vehicles in Canada. Explore the eventful history of this automotive city, as experienced by generations of auto workers and their families.

Visit the Exhibit: [English](#) [French](#)



#### Off-Site Display

The museum sent its 1912 Rolls-Royce Silver Ghost, known as "Ladybird", as well as Lightning McQueen, to the 2020 Auto Show in Toronto.

Loans were extended for three of our vehicles displayed at other museums; the 1914 Brockville Atlas (Brockville Museum), the 1905 McLaughlin Carriage (Remington Carriage Museum in Cardston, Alberta) and the 1912 Galt Gas-Electric (Petersen Automotive Museum in Los Angeles).



## 4. 2020 ACTIVITIES AND PROGRAMS

### Guided Tours and Group Visits

With visitor capacity limits in place, there were only a few groups visits early in 2020. This included a visit from the Uniformed Services of America Ladies Auxiliary #27 who came by to see the progress of the Oshawa's Automotive Community exhibit. The Auxiliary donated their archives to the museum and several images were used in the exhibit.



### Downtown Walking Tours

Throughout the summer and fall, Board Member Greg Johnston took more than 50 people on downtown walking tours. These socially-distanced events allowed visitors to visit the automotive heritage sites within close proximity of the museum.



### Third Thursday Talks

The museum's Third Thursday Zoom talks were launched in December with Justin Sookraj speaking on the DeLorean Motor Car Company. These monthly webinars host a range of speakers on Canadian automotive topics. They are free to attend, but donations are appreciated.



### Family Events & Programs

The Canadian Automotive Museum regularly hosts family friendly programs with activities and photo opportunities for all ages. Family Day 2020 was our highest attendance day of the year with 234 visitors.



### Park & Picnic Fundraiser

The museum's first Park & Picnic fundraiser began at the museum and ended at ZimArt Rice Lake Gallery in Bailieboro. 50 participants enjoyed a scenic drive through the Ontario countryside, learned about sculpture from Zimbabwe and enjoyed a picnic lunch, sponsored by Hagerty, from Blackhoney Cafe in Peterborough. This socially-distanced event was a big success and we look forward to making it an annual event,





## 5. COLLECTION HIGHLIGHTS

### Object Donations

**Sandy Bigman** - artifacts and literature on the Bricklin SV-1.

**General Motors Canada** - face masks.

**Ontario Regiment Museum** - Body by Fisher plaque.

**Robert Stevenson** - 2017 Nunavut licence plate.

**Jackie Finn** - Ladies Auxiliary materials.

**Howard Cohen** - 1979 NWT licence plate.

**Vince Wiedmark** - 8 invitations, periodicals and posters related to General Motors Canada.

**Jane Clark** - 1 plush lap robe.

**Christine Wildman** - an envelope, matchbook, and 1933 Nova Scotia licence plate.

**David J. Baker** - 60 Vehicle Ordering and Selling Guides for Chevy, Cadillac, and Oldsmobile.

**Len Waltam** - GM Oshawa ID pin and award.

**Norm Hamlyn** - 74 photographs related to Ontario car manufacturing plants in the 1950s.

**Dennis Huron** - Cycle & Automobile Trade Journals.

**Government of Ontario** - 2020 licence plate

**GM Oshawa Assembly** - archival materials



**MPP Lisa Thompson presents the museum with a new 2020 Ontario license plate in February.**



**Our 1975 Bricklin SV-1 on display**

### Baechler C.A.R. Library

More than 7,300 automotive sales brochures were catalogued and migrated to archival boxes in 2020. A collection of Cycle & Automobile Trade Journals from 1904-1928 were donated by Dennis Huron adding to the depth of the Baechler C.A.R. Library collection. A partnership with the Oshawa Public Library continued with hundreds of more books and manuals catalogued and made searchable online.



## 6. BOARD, STAFF, AND MEMBERS

### Board of Directors 2020-2021

Denis Bigioni, President  
Peter Fawcett, Vice President  
Patrick McCormack, Treasurer  
Brad Baker  
Jack Innes  
Greg Johnston  
Jack O'Donnell  
Greg Pratt



Board member Greg Pratt during the Park & Picnic fundraiser.

### Museum Staff 2020-2021

Alexander Gates, Executive Director & Curator  
Lisa Haddock, Office Manager  
Nigar Jabari, Visitor Services  
Victoria Nelimarkka, Visitor Services  
Leanne Daly, YCW Summer Assistant  
Rachel Delle Palme, 2020-2021 YCW Curatorial Intern  
Dumaresq de Pencier, Special Projects Coordinator



Victoria sanitizing the museum entrance for visitors.

### Volunteers

The museum is fortunate to have a wonderful group of over 20 dedicated volunteers helping throughout the year. Our volunteers assist with special events and tours, cleaning the museum, photographing the collection, and even moving cars around the galleries. Thank you to our friends all over the world who helped with research requests in 2020!



Ian cleans Lightning McQueen.

## 2020 Museum Members

65 active memberships (up 18% from 2019)

Nicole Adams, Christine Arbour, Ian Ashing, Tyler Atkinson, Brad Baker, Dean Baker, Robert Bell, Denis Bigioni Family, Karen & Robynn Boissoin, Robert Brown, Robert & Franca Brunshaw, Christine Castle & Murray Lapp, Howard Cohen, Charles & Madison Cooper, Lisa & Douglas Cooper, John Connor, John Day, Gerard Deltell, Paul Denter, Amber Derby, Peter Fawcett Family, Russell Hanley, April Haze, Lubomir Heger Family, Michael Hewett, Tom Huehn, Keith & Marlene Jackson, Kurt Johansen, Greg Johnston, Richard Johnston, Dace Lauva, Shad Lehmann, Paul Lumsden, Gerry Malloy, Janet Mason, David McCartney, Rosemary McConkey & Lou Poliacik, Patrick McCormack Family, Jil McIntosh & Fred Bottcher, Rod McKersie, Rob & Rosemary McLeese, Clara Mitchell, David Mitchell, Dan Murphy, Marsha Newhook, Frances Newman, Valerie Noonan, Jack O'Donnell Family, Wasyl Pic, Greg & Kathy Pratt, Dan Proudfoot, John Raymond, Michael Reaume, Suzanne Reiner, Sheldon Rier, John Rudell, Ed & Joanna Seffinga, Steve Sheriff, Terence Sin, Ron Trbovich, Janice Warren, Clark & Patricia Weddell, Vince Weidmark, Martin Wichlacz, Christine & Craig Wildman

## 7. FINANCIAL MANAGEMENT

### 2020 Statement of Operations

Full financial statements can be viewed at the Canadian Automotive Museum upon request.

	Operating	Capital	2020	2019
Revenue and Other Income	\$210,984	\$19,960	\$230,944	\$249,258
Expenses	\$220,785	\$20,157	\$240,942	\$271,623
Deficiency of revenues over expenses before the following	(\$9,801)	(\$197)	(\$9,998)	(\$22,365)
Investment income	\$0	\$16,311	\$16,311	\$48,880
Gain on sale of collection of assets	\$0	\$3,500	\$3,500	\$0
Excess (deficiency) of revenues over expenses	<b>(\$9,801)</b>	<b>\$19,614</b>	<b>\$9,813</b>	<b>\$26,515</b>

## Grant Highlights

- A \$49,000 grant was received from the Ontario Trillium Foundation for 2019-2020.
- A 2020 Community Partnership Grant in the amount of \$5,000 was received from the City of Oshawa.
- \$14,280 received to fund a Virtual Museum of Canada exhibit on Oshawa's Automotive Community for 2019-2020.
- A summer student and curatorial intern were hired with assistance from Young Canada Works.
- \$24,800 received from the Museum Assistance Program for the library.
- \$27,162 received from Canadian Heritage for Covid-19 support.
- Operation funding received from the Ontario Small Business Grant.
- Operational support received from CEWS, CERS, and CEBA loan program.

Canada



An agency of the Government of Ontario  
Un organisme du gouvernement de l'Ontario



Our unofficial mascot, Chippy, kept the museum's social media up-to-date during the four month closure in 2020. Chippy explored the vehicles on display and behind-the-scenes spaces that visitors don't get to normally visit.

## Gifts-in-Kind & Services-in-Kind

Amez Electrical  
Brian Boake  
Brooklin Concrete  
GBC Design  
Ontario Mapping Company  
Photographic Touch  
Wilson Forest Products Ltd.



Receiving a recognition plaque from the OTF and Oshawa MPP Jennifer French.

## Financial Donations

### \$500+

Tyler Atkinson  
Walter Amez  
Brad Aulthouse  
Brad & Maria Baker  
Greenbriar Foundation  
Rob & Rosemary McLeese  
Prof. Ass. of Vehicle Evaluators  
Rogan Investment Management  
John Rudell  
Christine Wildman

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INC.

### \$100+

Dean & Lisa Baker  
Karen Baker  
Penni Barker-Adams  
Denis Bigioni  
Vito & Sandra Bigioni  
Robert Clarke & Ferne Cristall  
Anna Christopher  
Allison Doyle & Greg Cook  
Cheryl Cove  
Gord Duff  
Ron Foss  
Donna & George Gilpin  
Ray Hayhurst  
Dale & Warren Mar  
David McCartney  
Margaret McIntosh  
Tania McLean  
Elaine & Fiore Mendicino

Jack O'Donnell  
Jack Premsele  
Alyson Quantrill  
RM Classic Cars  
Sheldon Rier  
Ed & Joanne Seffinga  
Eleonore Turner  
Deborah & Sam  
Tzountzouris  
Winston Wood  
Joan & Ron Young

### \$25+

Elliot Alder  
Aviva Canada  
Charles Bull  
Dan Carter  
Adam Cummings  
John Day  
Amber Derby  
Janet Dowson  
John Fletcher  
Jennifer French  
Alexander Gates  
Dennis & Ruth Hemmings  
Michael Hewett  
Richard Janson  
Rick Kerr  
Jerry Kucheran  
Ken Livingston  
Michael Malloy  
Rod McKersie  
Clara Mitchell  
Tammy Moser  
Rob Ord  
Linda Porritt  
John Raymond  
Steve Sheriff  
Mitchell Smith  
Roy Tighe Parker  
Christine Torry  
Ron & Sharon Trbovich  
Keith Tregunna  
Andres Venegas  
Ron Wilson

## 8. LOOKING FORWARD



2021 will once again focus on outdoor and online events while we wait to see when Covid-19 visitor restrictions will be lifted. This includes our popular monthly Third Thursday Zoom talks, walking tours, and outdoor fundraisers.

Following our successful Oshawa's Automotive Community exhibit, research has begun on our next project, Wires to Wheels: Electric Cars in Canada. This new exhibit, funded by Digital Museums Canada, is scheduled for completion in summer 2022. This online and onsite exhibition will explore Canadian connections to electric vehicles from the late 19th century through the present day.

Thank you to all of our members, donors, volunteers, and community supporters who helped make 2020 a great year despite the challenge of Covid-19.

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[www.canadianautomotivemuseum.com](http://www.canadianautomotivemuseum.com)